

**CLAIMS**

1. (previously amended) A respiratory mask comprising a panel having an inner side and an outer side and at least one fastener affixed to said panel for attaching the mask to a wearer, said respiratory mask further comprising at least one display originally visible on the outer side of said panel.
2. (original) The respiratory mask of Claim 1, wherein the display comprises graphical matter.
3. (original) The respiratory mask of Claim 1, wherein the display comprises text.
4. (original) The respiratory mask of Claim 1, wherein the display comprises graphics and text.
5. (original) The respiratory mask of Claim 2, wherein the display comprises graphics depicting a national flag.
6. (original) The respiratory mask of Claim 2, wherein the display comprises graphics depicting a smiling face.
7. (original) The respiratory mask of Claim 1, wherein the display comprises information regarding a pharmaceutical product.
8. (previously amended) A method of identifying characteristics of a wearer of a respiratory mask, said respiratory mask comprising a panel having a first side and a second side and at least one fastener affixed to the panel for securing the mask to the wearer, said respiratory mask further comprising at least one display originally visible from the first side of the mask, said method comprising providing information regarding specified characteristics of the wearer in the at least one display of the mask.

9. (original) The method of Claim 8, wherein the step of providing information regarding specified characteristics of the wearer in the at least one display of the mask comprises displaying information regarding symptoms of a patient wearer of the mask.
10. (original) The method of Claim 8, wherein the step of providing information regarding specified characteristics of the wearer in the at least one display of the mask comprises displaying triaging information regarding the severity of a medical condition of a patient wearer of the mask.
11. (original) The method of Claim 8, wherein the step of providing information regarding specified characteristics of the wearer in the at least one display of the mask comprises displaying information regarding the qualifications of a medical professional wearer of the mask.
12. (withdrawn) An advertising method comprising:
  - providing a respiratory mask comprising at least one visible display; and
  - including information regarding an offering of an advertiser in the at least one visible display of the respiratory mask.
13. (withdrawn) The advertising method of Claim 12, further comprising giving the mask to a representative professional in a field related to the advertised offering for free or at a discount.
14. (withdrawn) The advertising method of Claim 12, further comprising offering an incentive to a representative professional for utilizing the mask
15. (withdrawn) The method of Claim 12, wherein the step of including information regarding an offering of an advertiser in the at least one visible display of the respiratory mask comprises displaying information regarding a pharmaceutical product on the mask.

16. (withdrawn) The method of Claim 12, wherein the step of including information regarding an offering of an advertiser in the at least one visible display of the respiratory mask comprises displaying information regarding a lawn-care product on the mask.
17. (withdrawn) The method of Claim 12, wherein the step of including information regarding an offering of an advertiser in the at least one visible display of the respiratory mask comprises displaying information regarding a woodworking product on the mask.
18. (withdrawn) The method of Claim 12, wherein the step of including information regarding an offering of an advertiser in the at least one visible display of the respiratory mask comprises displaying information regarding children's products or services on the mask.
19. (withdrawn) The method of Claim 12, wherein the step of including information regarding an offering of an advertiser in the at least one visible display of the respiratory mask comprises displaying information regarding television programming on the mask.
20. (withdrawn) The method of Claim 12, wherein the step of including information regarding an offering of an advertiser in the at least one visible display of the respiratory mask comprises displaying information regarding a consumer product on the mask.